JobOS Pro

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Double Your Average Ticket Size

The Upsell Playbook for Home Service Businesses

A JobOS Pro Guide for Home Service Business Owners

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Contents

The cheapest revenue you'll ever earn is already in the truck

You already paid to win the lead, route the tech, and earn the homeowner's trust. The marginal cost of one more recommendation on a job you're already standing in is close to zero — which makes ticket growth the highest-margin growth there is. Adding $300 to a $600 job doesn't just raise revenue 50%; because the acquisition cost is already spent, almost all of that $300 drops to the bottom line.

Run the math on your own book. If you do 40 jobs a week at a $650 average and you lift that to $1,000, that's $14,000 a week — over $700,000 a year — without a single new lead.

→ Upselling existing jobs is 5–7× cheaper than acquiring a new customer.

→ A $200–$500 add-on on a service call is the most reliable lever in the business.

→ The tech standing in the home is your best (and most under-used) salesperson.

Build a tiered estimate — never a single price

The fastest way to raise tickets is to stop quoting one number. When you present one price, the only decision is yes or no. When you present three, the decision becomes *which one* — and most homeowners avoid the cheapest and the most expensive, landing on the middle. This is the "good / better / best" anchor, and it works in every trade.

→ **Good:** fixes the immediate problem. The honest floor.

→ **Better:** fixes it and prevents the next failure (the option you actually want chosen).

→ **Best:** the comprehensive solution with premium parts, longer warranty, or a maintenance plan.

Price the "best" tier high enough to make "better" feel reasonable. A $390 repair looks like a bargain next to an $1,100 system option. Always present visually, side by side, so the homeowner compares your options instead of comparing you to a competitor.

Bundle around the problem you're already fixing

Homeowners don't want to be sold a list of parts — they want their problem solved and their home protected. Frame add-ons as completing the job, not padding the bill. The trigger is always something the tech genuinely observed.

- HVAC: capacitor + condenser coil clean + a 1-year maintenance plan while you're there.
- Plumbing: the leak repair + replacing the corroded shutoff valve + a whole-home pressure check.
- Electrical: the outlet fix + surge protection + smoke-detector replacement.
- Roofing: the patch + gutter cleaning + attic ventilation inspection.

The phrasing matters: "While I've got this open, I noticed your shutoff valve is corroding — I can swap it now for $90, or you can risk a bigger failure in a year." That's a service, not a pitch.

Sell maintenance plans, not just repairs

A one-time repair is a transaction. A maintenance agreement is an annuity. Membership plans ($15–$30/month or $180–$350/year) smooth your revenue, lock in repeat visits, and give your techs a warm reason to be in the home twice a year — where the next upsell happens naturally.

- Members spend more per year than non-members because you're in front of them more often.
- Recurring revenue makes slow seasons survivable and the business far more valuable at sale.
- Bundle the plan into the "best" tier so it's offered on every job, not just remembered occasionally.

Set a goal: offer a plan on 100% of jobs, convert 20–30%. Even modest attach rates compound fast across a year of service calls.

Train the offer so it's never pushy

The reason most techs don't upsell isn't greed-aversion — it's that nobody gave them the words. Give every tech a simple, honest framework and the awkwardness disappears.

- **Educate, don't pressure:** show the worn part, the photo, the reading. Let the evidence make the case.
- **Offer, then stop talking:** present options and go silent. Let the homeowner choose.
- **Always give an out:** "No pressure at all — here are your options and I'll do whatever you're comfortable with." Trust closes more than persistence.

→ **Document the recommendation:** even a declined upsell logged today becomes a follow-up next quarter.

Track attach rate per tech. The spread between your best and worst tech is usually pure training opportunity, not talent.

Put it on autopilot with JobOS Pro

JobOS Pro pairs two agents to run this playbook on every job: **Cal (Estimate Agent)** turns each visit into a clean good/better/best estimate with bundled add-ons priced to anchor, while **Rex (Upsell Agent)** spots the right recommendation from the job details, feeds your tech the honest words to use, and logs every declined offer for automatic follow-up later. You set the tiers and rules once; Cal and Rex make sure no $300 add-on ever leaves the driveway unoffered. **Start free at jobospro.com — no credit card.**